

= the well dressed man

TO begin with, a distinctive fabric—then a shears to cut it to your figure, a needle to sew it carefully, a tailor's "goose" to smooth it out.

That is the prescription for a well dressed man— and sewing machines, cutting knives and pressing machines fail as "substitutes" always do.

Continental Tailored to Measure
Clothes are hand cut, hand sewed, hand pressed—500 fabrics to choose.




Continental Tailored to Measure
Clothes are hand cut, hand sewed, hand pressed—500 fabrics to choose.

Great Western Tailoring Co.

337 East Washington St.

Phoenix, Ariz.

ONE FEATURE OF PROBLEM

Where and How is the Dollar of the Consumer on Its Way Back to the Producer Divided?

At this time when so much interest has been awakened in this community in the marketing problem, an article from Western Farm Life of Denver under the head of "Destined to Revolutionize the Marketing System," prints an article which shows what becomes of the consumer's dollar and tentatively shows that there is much more of the marketing problem than many people suspect.

The following is an extract from it: "The Country Gentleman gives an illustration of some figures submitted at a recent fruit trade convention which shows what becomes of the dollar the consumer pays for products in his corner grocery store. These figures were averaged from citrus fruit transactions, extending over a period of a year and involving more than 5000 sales.

The dollar was split more than three ways between the grower, the transportation company and the merchant. The grower got back 36.1 cents gross. Out of that he had to pay 2.4 cents for picking and hauling the fruit to the packing house and 1.4 cents for box, packing and loading on the cars. This left him 26.3 cents for his fruit on the tree out of which he had to meet all growing costs. There was a selling expense through the organization of 1.5 cents. The railroad company took one-fifth or 20.5 cents. The trade took the remaining 41.9 cents, the commission merchants took 1.5 cents for selling the fruit in the paper bag and handing it over the counter to the consumer got 32.7 cents.

"These figures are fairly representative of most farm products and show very clearly that the men who are well organized are the ones who get the lion's share of the producer's dollar."

"These figures show clearly that the producer receives too small a part of the consumer's dollar. But in that part of the quotation, and the retailer as the producer. Therefore, the fruit into a paper bag and handing it over the counter to the consumer, got 32.7 cents is the implication fair to the retailer? We know of few retailers of farm produce who are getting rich. Yet these figures would show a tremendous return for very small service and indicate—without going back of the statement—that they should be rolling in wealth.

"Little investigation is needed, however, to show that the retailer is having much the same kind of a struggle as the producer. Therefore, if he can make only a bare living while apparently receiving the biggest part of the consumer's dollar, is it not plain that he must have to pass a big share of that 32.7 cents he gets off that dollar to some one or more individuals behind him?"

Before we can get an adequate idea of the amount of the consumer's dollar the retailer actually receives, we need to know exactly how much of what he gets over the counter is net to him and to what extent he is merely the straw man for the interest feeding on him. It is therefore worth while in this inquiry to have exact knowledge of the cost of retailing and what part of the dollar received by the retailer is profit. * * * We believe this knowledge will clear up a good deal of the misunderstanding between retailers and producers and between retailers and consumers and bring each class to realize that prosperity lies in a united effort to eliminate all waste and monopoly profit in present selling costs."

NILES HAS CLOSE CALL
SAN FRANCISCO, Sept. 20.—Charles Niles, aviator, dropped nearly one thousand feet in a flight today at the exposition, but started his engine, which had stopped, and landed safely.

NEW PITCHING FIND OF NATIONAL LEAGUE
ALBERT LEON MAMAUX, the Pittsburgh youngster, is considered a pitching find in baseball circles. Mamaux has an assortment of fine curves, a fast ball with a wicked hop and a change of pace which would do credit to Mathewson. His record thus far this season has been exceptional; he pitched eighteen games and won fourteen of them.



Albert Leon Mamaux.

Albert Leon Mamaux, the Pittsburgh youngster, is considered a pitching find in baseball circles. Mamaux has an assortment of fine curves, a fast ball with a wicked hop and a change of pace which would do credit to Mathewson. His record thus far this season has been exceptional; he pitched eighteen games and won fourteen of them.

COMPANY SHOWS UP WELL IN INSPECTION

With sixty-seven enlisted men and three commissioned officers, Company H of Ray, the newest in the national guard, has been added to the state forces. The company was inspected by Captain Cromwell Stacey, instructor-inspector, N. G. A., and made a splendid showing.

"The company showed up very well indeed," said Captain Stacey yesterday, "and I believe it is going to be a fine organization. The men are taking hold of the work enthusiastically."

Officers of Company H are: Captain, P. G. Carney; first lieutenant, William E. Cassell; second lieutenant, W. A. Lewis. The sixty-seven men enlisted by Captain Stacey include seventeen members of other organizations of the National Guard of Arizona now living at Ray, they having been transferred to the new company. The company brings the number of companies up to twelve, making the regiment complete save for the machine gun, hospital and headquarters company. Other companies in the third battalion are E of Tucson; F, the Phoenix Indian company, and G of Douglas.

MA AND THE MOTOR CAR

Before we take a motor ride Pa says to Ma, "My dear, Now just remember I don't need assistance from the rear. If you will just keep still back there and hold in check your fright, I'll take you where you want to go and get you back all right. Remember that my hearing's good and also I'm not blind. And I can drive this car without suggestions from behind."

Ma promises that she'll keep still, then off we go. But soon she notices a peddler and his cart. "You'd better foot your horn," says she, "to let him know we're near. He might turn out," and Pa replies: "Just shriek at him, my dear." And then he adds: "Some day some guy will make a lot of dough by putting horns on tonneau seats for women folks to blow."

A little further on Ma says: "He signalled for a turn." And Pa says: "Did he?" in a tone that's hot enough to burn. "Oh, there's a boy on roller skates," Ma cries, "now do go slow. I'm sure he doesn't see our car." And Pa says: "I dunno, I think I don't need glasses yet, but really it may be. That I am blind and cannot see what's right in front of me."

If Pa should speed the car a bit some rigs to hurry past. Ma says: "Now do be careful! You are driving much too fast." An' all the time she's pointing out the dangers of the street. An' keeps him posted on the roads where street cars he will meet. Last night when we got safely home Pa sighed and said: "My dear, I'm sure we've all enjoyed the drive you gave us from the rear." —Edgar A. Guest in the Detroit Free Press.

MY NAVY

(A patriotic solo by Hon. Josephus Daniels, N. C. D.)
My navy, 'tis of thee,
Right hand of liberty,
Of thee I sing;
Ships that my fathers tried!
Ships once the Pilgrims' pride!
From every port-holed side
Let grape juice spring!
My country's navy, thee,
Hand of neutrality,
Thy name I love;
I love thy sailor boys,
Thy dress parades and noise,
In fact, all harmless joys
Brought by the Dove.

Let music swell the breeze,
And float o'er the seas,
While dreadnaughts prance;
Let bands marine awake,
Let crews their work forsake,
Our navy's rank at stake—
On with the dance!

Nation-wide press, through thee
Fount of publicity,
I lift my song;
Long may our task be slight,
And Woodrow's guiding light
Protect us from the fight—
Great guns! we're strong.
—Edmund L. Kiefer in Life.

IRRIGATION CONGRESS CLOSES

[ASSOCIATED PRESS DISPATCH]
SAN FRANCISCO, Sept. 20.—(Cooperation between the state and federal governments in the upbuilding of irrigation projects, and the continuation of constructive work, was the keynote of the closing session of the Twenty-second International Irrigation Congress at the exposition. Speakers along this line were United States Senators Newlands of Nevada, James D. Phelan of California, and Myron Herrick of Ohio.

TURKISH TROPHIES
10¢
CORK TIP
AMERICA'S GREATEST CIGARETTE
Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

Be next door to every customer

Your customers three thousand miles off think of you as nearly a week's journey away. By the sun you are only three hours apart. By Western Union you are just around the corner.

You can accustom distant trade to think of you in terms of minutes instead of miles by frequent use of Western Union Day and Night Letters.

Talk with your local Western Union Manager

THE WESTERN UNION TELEGRAPH CO.

Main Office, 20-22 Central Ave. Open Till Midnight

CARTWRIGHT BUYS NEW AUTO FOR TOUR

J. M. Cartwright, a prominent ranchman and cattleman of this valley yesterday, while in Phoenix, decided he wanted a new car, he drove his old car into the O'Neill garage and pulled out a check book and paid on the spot for one of the new Chalmers Sixes. The car came in the last shipment; it has a green body, with red wheels. Mr. Cartwright left the garage happy in it is to be sick.

ELLA WHEELER WILCOX WORKING ON NEW ALLEGORICAL PLAY, "VICTORY"



Ella Wheeler Wilcox (right) and Ruth Helen Davis, at former's summer home, Short Beach, Conn.

Ella Wheeler Wilcox and Ruth Helen Davis have just completed an allegorical play which they have called "Victory." The idea has been taken from the world war now in progress. The play, in which there will be more than one hundred characters, will be produced at "The Anchorage," the magnificent estate of Mrs. Simon Baruch, who is a regent of the Daughters of the American Revolution, at Long Branch, N. J.

Let music swell the breeze,
And float o'er the seas,
While dreadnaughts prance;
Let bands marine awake,
Let crews their work forsake,
Our navy's rank at stake—
On with the dance!

Nation-wide press, through thee
Fount of publicity,
I lift my song;
Long may our task be slight,
And Woodrow's guiding light
Protect us from the fight—
Great guns! we're strong.
—Edmund L. Kiefer in Life.

IRRIGATION CONGRESS CLOSES

[ASSOCIATED PRESS DISPATCH]
SAN FRANCISCO, Sept. 20.—(Cooperation between the state and federal governments in the upbuilding of irrigation projects, and the continuation of constructive work, was the keynote of the closing session of the Twenty-second International Irrigation Congress at the exposition. Speakers along this line were United States Senators Newlands of Nevada, James D. Phelan of California, and Myron Herrick of Ohio.

Your Last Chance

ONLY TWO MORE DAYS ON WHICH REDUCED FARE TICKETS WILL BE SOLD

BACK EAST

Round Trip Summer Excursion Tickets on Sale September 22d and 23d

Going Limit 15 Days

Return Limit Oct. 31st, 1915.

Tickets to—	
Boston	\$107.70
Chicago	67.50
Denver	45.00
Houston	55.00
Minneapolis	68.90
New Orleans	65.00
New York	105.70
St. Louis	65.00
Washington	103.50

The South is beautiful at this time of the year. Make the trip via New Orleans. Call us on Phones 1615 and 474.

WE WISH TO SERVE YOU

Southern Pacific

ADAMS HOTEL. PHOENIX, ARIZ.

CHEVERTON RESIGNS; ROSS NEW EXAMINER

Announcement was made yesterday of the resignation of H. A. Cheverton, state bank examiner, and the appointment of F. E. Ross of Prescott, his successor.

Cheverton resigns to accept the position at a handsome increase in salary, of manager of the Apache-Navajo Bank and Trust company, with headquarters at Winslow. His successor, Ross, has been a resident of Prescott for nearly two years. He formerly occupied the office of state bank examiner, but resigned owing to illness. He will enter upon his new duties in a few days.

Acre City News

By HOPE EDSON
Mr. Pan and Master Eugene took a motorcycle trip to Scottsdale Sunday afternoon.

Some of Acre City's residents are waiting patiently for water. They are anxious to get in their gardens.

We are glad to report that most of our sick ones are back on the road to health.

Mrs. Utley is suffering more than her friends could wish.

The attendance at services Sunday were not as good as usual, owing no doubt to the heat. Rev. Sims gave a helpful talk. The superintendent hopes for a full attendance at Sunday school next Sunday.

A Charming Complexion

Preserves, beautifies and purifies the skin and complexion. The favorite of over 60 years.

Gouraud's Oriental Cream

We will send a complexion charm and book of powder leaves for 15c to cover cost of mailing and wrapping.

At Drugists and Department Stores
FEB. 7, 1915, 304, 37 West Jones St., New York City

RECLAMATION FUNDS

(Continued from Page One)

Investment of the government will end in a loss.

"The troubles that now confront the Reclamation Service were foredoomed from the start, because of the faulty method of finance by which it was inaugurated—because of this trusting upon an uncertain source of funds and revenue for conducting its operations. The correct way, if I may be held enough to say it is the simple ordinary way of issuing debentures. Each project should have been required to stand good for its own debentures, and these debentures should have been issued in representation of the officially appraised value of the land as improved and been redeemed out of a sinking fund created by the installment payments of the landowners.

"Besides creating an adequate supply of capital, this method of finance would have made the investment of the government profitable and also have lightened the burden of the landowners. The sooner this or some other method is adopted the better it will be. Indeed, a change is absolutely necessary, because the Secretary of the Interior warns that a cessation of all work is imminent, while the Director of the Service reports that landowners are falling in arrears and must be granted renewals even after the expiration of the recent twenty year extension. The United States government may possibly worry along under present arrangements—but the landowners cannot."

PROTECTION PROMISED

(Continued from Page One)

fighting in the hills southeast of Nogales, Sonora. Calles claims Maytorena was driven back, leaving 299 dead and wounded, to his own eight killed and wounded. Maytorena states that his forces are concentrated in superior numbers on the right wing of the Calles army near Paredes.

BODY IS IDENTIFIED

[ASSOCIATED PRESS DISPATCH]
BROWNSVILLE, Sept. 20.—The body of an American found killed near Kingsville was identified as Burt Lyle, a farmhand, who disappeared two weeks ago.

TWO COUNTIES VOTE ON ROAD BONDS SOON

Pima and Vera Cruz to Decide Whether Bonds Aggregating Over Half a Million Shall Be Issued

Two counties will vote on propositions to issue bonds aggregating over half a million for good roads next month.

Pima county proposes to vote \$400,000 for better highways, and will decide the question October 25. If the amount is voted \$300,000 will be distributed among the various county roads, and \$100,000 expended on the Mt. Lemmon road from Tucson to that resort, a stretch of forty miles. In Santa Cruz county, where the needs of all sections have been considered, a \$150,000 bond issue is proposed. The election will be held October 23.

Yuma county has announced the appointment of \$110,000 for the improvement of the 110 miles of Borderland highway within its borders, thus insuring a fine road from the Colorado to the Maricopa county line. Pinal, Pima and Cochise counties are already at work or have plans under way for improving the Borderland.

In Gila county, where the bond issue of \$500,000 recently voted was pronounced illegal, owing to a technicality arrangements are being made to call another election at an early date.

PRESIDENT AND POLK

(Continued from Page One)

Archibald. "I supposed it simply referred to my work."

Archibald stated before leaving for the belligerent territory, "to do field work with the armies engaged in the war," he sought letters of introduction and recommendation. "Feeling there might be strong anti-American sentiment in Germany and not knowing to what extent this might inconvenience those traveling with me, I asked Prince Hatzfeld to prepare an open letter stating I was friendly to their cause."

There's nothing in a name attached to the bottom of a check unless there is a bank balance behind it.

FIRST SHIPMENT

STEINWAY

PIANOS

JUST RECEIVED

The Pinnacle of Pianoforte Perfection

Prices of Uprights \$525, Up
Prices of Grands \$800, Up

Other Pianos \$185 (new) up
Other Grades \$485 (new) up
Players \$350 (new) up

Large Line of Used Instruments. Accommodating Terms

Redewill Music Co.

224 W. Washington Phone 1569
Piano Tuning and Shop Work